

## CLAIMS

What is claimed is:

- 1 1. A method for allowing bidding on products, comprising the steps of:
  - 2 (a) generating a summary of user demand for a product based on user input of
  - 3 product information;
  - 4 (b) presenting the summary to a plurality of sellers of the product;
  - 5 (c) receiving bids from the sellers for a price of the product;
  - 6 (d) selecting the lowest bid; and
  - 7 (e) presenting the bid to a reseller of the product.
- 1 2. A method as recited in claim 1, wherein the user input includes representations
- 2 of bar codes, wherein the bar codes are associated with particular products.
- 1 3. A method as recited in claim 1, wherein the user input product information
- 2 includes a survey relating to the product, wherein the survey is completed
- 3 online.
- 1 4. A method as recited in claim 1, wherein steps (a)-(e) are performed in real time.
- 1 5. A method as recited in claim 1, wherein the bid is presented to a user.
- 1 6. A method as recited in claim 1, wherein the summary includes at least one of a
- 2 geographic profile and a demographic profile of the users inputting the product
- 3 information.
- 1 7. A computer program product for allowing bidding on products, comprising:

- 2 (a) computer code for generating a summary of user demand for a product based on
- 3 user input of product information;
- 4 (b) computer code for presenting the summary to a plurality of sellers of the
- 5 product;
- 6 (c) computer code for receiving bids from the sellers for a price of the product;
- 7 (d) computer code for selecting the lowest bid; and
- 8 (e) computer code for presenting the bid to a reseller of the product.

1 8. A computer program product as recited in claim 7, wherein the user input  
2 includes representations of bar codes, wherein the bar codes are associated with  
3 particular products.

1 9. A computer program product as recited in claim 7, wherein the user input  
2 product information includes a survey relating to the product, wherein the  
3 survey is completed online.

1 10. A computer program product as recited in claim 7, wherein the computer code is  
2 executed in real time.

1 11. A computer program product as recited in claim 7, wherein the bid is presented  
2 to a user.

1 12. A computer program product as recited in claim 7, wherein the summary  
2 includes at least one of a geographic profile and a demographic profile of the  
3 users inputting the product information.

1 13. A system for allowing bidding on products, comprising:  
2 (a) logic for generating a summary of user demand for a product based on user input  
3 of product information;

- 4 (b) logic for presenting the summary to a plurality of sellers of the product;
- 5 (c) logic for receiving bids from the sellers for a price of the product;
- 6 (d) logic for selecting the lowest bid; and
- 7 (e) logic for presenting the bid to a reseller of the product.

1 14. A system as recited in claim 13, wherein the user input includes representations  
2 of bar codes, wherein the bar codes are associated with particular products.

1 15. A system as recited in claim 13, wherein the user input product information  
2 includes a survey relating to the product, wherein the survey is completed  
3 online.

1 16. A system as recited in claim 13, wherein the logic operates in real time.

1 17. A system as recited in claim 13, wherein the bid is presented to a user.

1 18. A system as recited in claim 13, wherein the summary includes at least one of a  
2 geographic profile and a demographic profile of the users inputting the product  
3 information.